

# *Program Matrix*



## California Travel and Tourism Program Matrix

### California Travel and Tourism Cooperative Marketing Opportunities

#### Cooperative Marketing Opportunities

#### Deadline to Sign up

#### Fee if Applicable

#### Contact

#### Advertising

The core component of our consumer outreach is our television advertisement "Your Lucky Day" featuring California celebrities. California Travel & Tourism has a :22 second version of the Commercial, used in partnerships. If you are a television advertiser and would like to explore use of this spot with your :8 tag, please contact our advertising agency for a proposal.

Cost  
Costs dependent upon  
Media Market Creative  
Cost Etc.

Mina  
Robertson@MeringC  
arson.com  
916-441-0571

#### Retail TV Advertising

California tourism has re-purposed its television creative for exposure on in-retail TV screens at check out counters throughout the Western United States. This program delivers over 20 million viewers over a 41 day period, extending the advertising brand awareness in key feeder markets. Industry Partners may purchase a :10 second tag to deliver their call to action for a fraction of the cost of part individually.

If interested in a  
spring/summer program  
in 2007, please notify us  
by December 31, 2006

Costs are dependent on  
selected market  
\$10,000 - \$40,000

Susan Wilcox  
916-319-5412  
swilcox@cttc1.com

#### California Fall Insert Campaign

Continuing to brand California through print, CTTC has partnered with Custom Marketing Group to produce a 12-24 page inset to run in October - November, reaching over 765K consumers in the Western United States through Travel and Leisure, Food and Wine and National Geographic Traveler Magazine. Participating organizations will also receive internet exposure on the SoGoNow.com site, CTTC urges the industry to participate individually or through a collaborative effort. American Express will also deliver this same insert to 15,000 pre-qualified cardholders with a prosperity to travel.

Cost  
CVB Partners  
\$6,000 - \$25,000

Susan Wilcox  
916-319-5412  
swilcox@cttc1.com

Corporate Partners  
\$9,000 - \$42,500

#### California Rewards

The California Rewards is a direct-response loyalty program available through participating restaurants, retail outlets, grocery store chains and reaches over 50 million consumers nationwide. The consumer receives a "CA Rewards Card" that includes \$25 - \$50 reward dollars that can be used towards CA vacation and hotels. Industry partners can achieve high visibility through co-branded rewards cards.

on-going

Basic participation:  
FREE  
Premier:  
starting at \$2,500

Sign up at:  
californiarewards.com  
Teddy Wade  
310-274-2470

#### California Official State Visitor's Guide and Travel Planner

Comprehensive, easy-to-use annual publication focused on California travel. Includes accommodations, attractions, visitor information sources, suggested itineraries and ground transportation services. Not only is this slick glossy fulfillment piece distributed to consumers, but through sales missions, welcome centers, DMO's, overseas contractors and Sunset Magazine events. The guide is also available in a downloadable format worldwide on the [www.visitcalifornia.com](http://www.visitcalifornia.com) site in textbook format.

**Purchase next year's guide listing and receive a Web listing now.**

Editorial updates:  
Ongoing  
Enhanced Listing:  
August 15  
Display Advertising and  
Web Site Banners  
Sept. 5  
Final revisions: 9/15

From  
\$470 - \$57,920

Editorial:  
Jeff Philips  
650-324-5464  
phillipsj@sunset.com  
Advertising:  
Jon Trumbull  
714-424-1989  
trumbullj@sunset.com

#### WWW.VisitCalifornia.com

One of the most visited sites on the Internet. Links to Web sites provided FREE to display advertisers in the California Official State Visitor's Guide and Travel Planner. URLs included for all DMOs. All other listings information is directly related to listings in the *California Official State Visitor's Guide and Travel Planner*. [www.VisitCalifornia.com](http://www.VisitCalifornia.com) Web advertisers must be paying participants of the California Official State Visitor's Guide and Travel Planner.

Updates are ongoing.  
Major updates coincide  
with the printing of the  
California Official State  
Visitor's Guide and  
Travel Planner.

Individual enhanced  
listings are tied to paid  
advertising in the  
*California Official State  
Visitor's Guide and  
Travel Planner*.

Suggested Minimal  
Exposure:  
  
Advertising:  
Jon Trumbull  
714-424-1989  
trumbullj@sunset.com



## California Travel and Tourism Program Matrix

### Banner Advertising Opportunities

Banner advertisements are placed on the right sidebar area of pages with the state's Web site, [www.visitcalifornia.com](http://www.visitcalifornia.com). Advertisers must have at least 1/2-page representation in the Visitor's Guide to purchase a banner ad.

Deadlines coincide with  
*California Official State  
Visitor's Guide and  
Travel Planner.*

3-month blocks;  
Jan-Mar \$2,400  
Apr-Jun \$4,100  
Jul-Sept \$3,200  
Oct-Dec \$2,400

Editorial:  
  
Advertising:  
Jon Trumbull  
714-424-1987  
[trumbullj@sunset.com](mailto:trumbullj@sunset.com)

### California Official State Map

An official map of California. One million copies are produced annually. California Tourism is seeking corporate sponsors to secure visibility as well as extend distribution in key markets.

Deadlines coincide with  
*California Official State  
Visitor's Guide and  
Travel Planner.*

Sponsorship opportunities  
available

Susan Wilcox  
916-319-5412  
[swilcox@cttc1.com](mailto:swilcox@cttc1.com)  
  
Teddy Wade  
310-274-2470

### California Driving Tours

2006 guide contains 32 pages, 12+ driving tours throughout the state. Also includes the Welcome Center Info, maps, and mileage indicator. Final published piece is also available to the consumer on-line, at [www.visitcalifornia.com](http://www.visitcalifornia.com), in Notebook Format with links.

Deadline for sponsorship:  
March 15, 2007

Rates vary:  
call for details  
Typically:  
\$5,460 - \$38,970

Editorial:  
Jeff Philips  
650-324-5464  
[phillipsj@sunset.com](mailto:phillipsj@sunset.com)  
Advertising:  
Jon Trumbull  
714-424-1989  
[trumbullj@sunset.com](mailto:trumbullj@sunset.com)

### Culture California

Culture California brings together arts, heritage and tourism leaders to conduct effective and highly leveraged cultural and heritage marketing programs stockholder collaboration. The mission is to develop strategic efforts that showcase California as the premier cultural/heritage destination for the purpose of increasing state visitation and participation in cultural activities. Cultural events are listed for free on California's interactive web site, [www.culturecalifornia.com](http://www.culturecalifornia.com). Cultural venues and associates may participate in additional elements of the program with a nominal buy in.

N/A

Associate Partner: FREE  
  
Sponsoring Partner:  
\$15,000

Susan Wilcox  
916-444-4429  
[swilcox@cttc1.com](mailto:swilcox@cttc1.com)

### California Golf Marketing Program

Reach the leisure golf traveler around the world through the dedicated California Golf Marketing Program. Obtain visibility and calls-to-action in the dedicated golf domain, [california-japan.com](http://california-japan.com), annual guide, consumer golf shows, promotions and more.

on-going

Shaw Kobre  
[InTheLoopGolf@aol.com](mailto:InTheLoopGolf@aol.com)

### CA Fun Spots

The Fun Spots is a cooperative marketing effort of California's leading family attractions. Partner fees are leveraged with CTTC funding to provide a significant budget for marketing direct to the consumer. Programs include a trackable discount coupon and Web site, all designed to increase ticket sales to your attraction.

on-going

From \$500 to \$15,000

Susan Wilcox  
916-444-4429  
[swilcox@cttc1.com](mailto:swilcox@cttc1.com)

### Shop California

Shop California is a statewide marketing effort to showcase California as a premier shopping destination. Shop California has become a sustaining member of Shop America, further increasing exposure for all members and providing a tool to expand on selling packages. Shop California was created for the purpose of increasing retail sales within the state and generating additional tax revenues from that increased spending. The #1 activity of travelers is shopping. CTTC has joined with retailers to produce ShopCA added packages for both the consumer and the travel trade. Retail partners and DMO's are encouraged to participate collaboratively. Retail partners are now also encouraged to pull together culturally themed packages such as History, Arts, Tours, Shopping, Botanicals, Gardens and shopping

Sign up as early as  
possible. Program runs  
on a calendar year.

From \$750 - \$2500

Susan Wilcox  
916-444-4429  
[swilcox@cttc1.com](mailto:swilcox@cttc1.com)

## California Travel and Tourism Program Matrix

### International Programs, Trade Shows, Media Relations Events and Opportunities

**Show / Event Dates    Fee if Applicable    Contact**

#### **WORLD WIDE OPPORTUNITIES**

##### **\*\*\*NEW\*\*\*Destination 2 Discover Travel Trade Online Resource**

Reach key travel trade around the world through the California portal under the D2D online resource. Program involves a resource for the travel trade to find information about products and services which they may not otherwise be exposed to or be able to locate. D2D modules are used by travel trade throughout the USA, Canada, Europe, others and by major operators such as FTI, Canusa, Western Discovery, Brennan Vacations and Western Leisure. Users include 60,000 tour operators, travel agents, meeting planners, group leaders and media which results in 400,000 unique users and 9 million hits per year.

on-going    \$1,000 - \$6,000    Glenda Taylor  
916-319-5419  
gtaylor@cttc1.com

##### **WORLD WIDE Media Programs**

##### **What's New in California**

Document highlights new California Travel products. Distributed to 3,500 key domestic and international media on a quarterly basis. Distributed and translated to key markets

Winter: October 13, 2006    Free    Sam Caygill  
Spring: January 15, 2007    916-319-5424  
scaygill@cttc1.com

##### **Press Releases**

The CTTC drafts and distributes to key media approximately 20 releases on an annual basis. Specific editoria format and calendar available upon request.

1st and 2nd Quarter    Free    Sam Caygill  
Schedule Attached    916-319-5424  
scaygill@cttc1.com

#### **UNITED KINGDOM OPPORTUNITIES**

##### **Travel Trade Representation in UK**

Black Diamond handles CTTC's travel trade representation in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella

on-going    \$24,000    Glenda Taylor  
916-319-5419  
gtaylor@cttc1.com

##### **Public Relations Representation in UK**

Black Diamond, a highly respected marketing/PR firm in UK, handles CTTC's public relations efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.

on-going    Depending on level of assistance    Jennifer Jasper  
\$5,000+    916-319-5428  
jjasper@cttc1.com

##### **World Travel Market and VIP Event (London)**

California exhibition stand at WTM and/or participation in exclusive California client event. WTM is largest English-speaking trade show and is attended by buyers from throughout Europe and the world. California organizes an industry presence via trade stand and hosts a client event, featuring a film premiere the Sunday before the exhibition.

November 5-9, 2006    \$1,500 - \$4,500    Glenda Taylor  
916-319-5419  
gtaylor@cttc1.com

##### **UK Consumer Guide**

Reach the consumer direct through highly-targeted distribution in country. Special discounts for placement in all international guides.

August    \$2,865 - \$12,518    Glenda Taylor  
Ad reservations close    916-319-5419  
August 2006.    gtaylor@cttc1.com

##### **UK/Germany Media Mission**

Travel to and meet with key media representatives in the United Kingdom and Germany using the brand awareness that only California can offer.

March 2006    Approx. \$2,500 - \$3,000    Leona Reed  
(not including travel)    916-319-5421  
lreed@cttc1.com

#### **GERMAN MARKET OPPORTUNITIES**

##### **Travel Trade Representation in Germany**

Marketing Services International (MSI) handles CTTC's travel trade representation in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.

on-going    \$17,000    Glenda Taylor  
916-319-5419  
gtaylor@cttc1.com

## California Travel and Tourism Program Matrix

<b>PR Representation in Germany</b> Marketing Services International (MSI), a highly respected marketing/PR firm in Germany, handles CTTC's public relations efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	on-going	Depending on level of assistance \$4,000 - \$5,000	Jennifer Jasper 916-319-5428 jjasper@cttc1.com
<b>ITB</b> (Berlin – German and European Travel Trade, Media) Germany market partner and new participant. Includes individual space with CA stand as part of the USA Pavilion. ITB is the largest travel exhibition in the world and attracts some 150,000 travel trade and consumers from throughout Germany and Europe	March 7-11, 2007	\$3,000	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
<b>German Consumer Guide</b> Reach the consumer direct through highly-targeted distribution in country. Special discounts for placement in all international guides.	August	\$2,865 - \$12,518 Ad reservations close August 2006.	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
<b>UK/Germany Media Mission</b> Travel to and meet with key media representatives in the United Kingdom and Germany using the brand awareness that only California can offer.	March 2006	Approx. \$2,500 - \$3,000 (not including travel)	Leona Reed 916-319-5421 lreed@cttc1.com
<b>JAPAN MARKET OPPORTUNITIES</b>			
<b>Japan Market Travel Trade and/or PR Representation</b> Marketing Garden, a highly respected marketing firm in Japan, represents California in the marketplace. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	on-going	\$5,000 - \$15,000	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
<b>PR Representation in Japan</b> Marketing Garden, a highly respected marketing/PR firm in Japan, is now handling CTTC's public relations efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	on-going	Depending on level of assistance \$5,000 - \$15,000	Jennifer Jasper 916-319-5428 jjasper@cttc1.com
<b>Japanese Consumer Guide</b> Reach the consumer direct through highly-targeted distribution in country. Special discounts for placement in all international guides.	August	\$2,865 - \$12,518 Ad reservations close August 2006.	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
<b>AUSTRALIA MARKET OPPORTUNITIES</b>			
<b>Travel Trade Representation in Australia</b> Integra Tourism Marketing, a marketing/PR firm in Australia, is now handling CTTC's travel trade efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	on-going	\$6,000	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
<b>PR Representation in Australia</b> Integra Tourism Marketing, a highly respected marketing/PR firm in Australia, is now handling CTTC's public relations efforts in the market. Individual partner fees are leveraged with CTTC funding, thus providing significant and extended presence under the California umbrella.	on-going	Depending on level of assistance \$3,000 - \$5,000	Jennifer Jasper 916-319-5428 jjasper@cttc1.com
<b>Australia/New Zealand</b> (Sydney, Melbourne, Auckland, Perth, Brisbane – Reservation Staff, Tour Operators, Media) See America week travel trade shows, presentation time & a California event in Sydney and Auckland.	February 15 - 22, 2006	Approximately \$2,200	Glenda Taylor 916-319-5419 gtaylor@cttc1.com

### **MEXICO MARKET OPPORTUNITIES**



## California Travel and Tourism Program Matrix

<b>EXPO Vacaciones - Mexico</b> (Mexico City) Wholesale tour operator meetings and retail travel agent educational seminars. Expo features one-to-one appointments with wholesale tour operators and media, trade show for travel agents. Fee includes booth sharing at Expo Vacaciones and a "California" signature went for top travel trade and media.	February 13-15, 2007	\$350 - \$850	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
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<b>Mexico Consumer Guide</b> Reach the consumer direct through highly-targeted distribution in country. Special discounts for placement in all international guides.	August	\$2,865 - \$12,518 Ad reservations close August 2006.	Glenda Taylor 916-319-5419 gtaylor@cttc1.com
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### DOMESTIC

<b>NTA (Salt Lake City)</b> The National Tour Association is holding their annual convention in Salt Lake City. Membership in this organization offers you the opportunity to meet with tour operators from the US and Canada with one-one-one appointments. California and partners are hosting a California wine reception featuring different regions of the state.	November 3-7		
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<b>ABA (Grapevine, Texas)</b> The American Business Association's annual convention is an opportunity to meet one-one-one with tour operators that offer motor coach and group travel throughout North America. CTTC will be participating. For more information about ABA go online to <a href="http://www.BUSES.org">www.BUSES.org</a>	January 27 - February 1, 2007		
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<b>Media Relations Events</b>		<b>Event Date</b>	<b>Fee if Applicable</b>	<b>Contact</b>
<b>San Francisco Media Reception - (2006 Event-sold out)</b> AT&T Ballpark, San Francisco		October 4, 2006	\$800	Leona Reed 916-319-5421 lreed@cttc1.com
<b>New York Media Reception</b> Broadway Hotel, New York City	The Millennium	February 6, 2007	\$1,200	Leona Reed 916-319-5421 lreed@cttc1.com
<b>Los Angeles Media Reception</b>		Fall 2007	\$800	Leona Reed 916-319-5421 lreed@cttc1.com

# *California Fun Spots Program*

## **California Rewards Value to Californian Fun Spots**

### **Executive Summary**

September 20, 2006

This report measures the promotional value of the California Rewards program to Fun Spots. Because the nature of this rewards program is so unique, a combination of traditional media measurement has been considered to produce the Valuation Report for California Rewards. The valuation from the California Rewards report was used to determine the value of the California Rewards program to Fun Spots.

The value to Fun Spots is estimated at \$367,326. The result is a return on investment estimated at approximately 9.18 to 1, based on a \$40,000 investment.

### **California Rewards Program Fundamentals**

California Rewards is a co-op marketing program that rewards customers of retailers, restaurants and attractions with California Rewards "dollars" good for savings at over 600 hotels in California. Customers receive a California Rewards Card showing a dollar value (\$25 to \$50) on one side of the card. Customers go to [CaliforniaRewardsCard.com](http://CaliforniaRewardsCard.com) and enter code from card to deposit their reward dollars in their personal accounts (they can use these rewards to save at hotels in California). Once on the site they will see a banner promoting special offers from Fun Spots attractions. When they click on this, they will go to the Fun Spots registration/offers section of the Fun Spots site. The other side of the card promotes Fun Spots. This card is given directly to customers.

To date, distribution partners include:

- Longs Photo Department: Photo department is a natural fit with travel, as most people on vacation take pictures and have them developed. California Rewards cards are included in packets of developed photos. The promotion includes in-store signage and promotion in 30 million Longs circulars. California Fun Spots was promoted on the back of California Rewards Cards, on in-store signage and circulars.
- Applebee's: Customers at this casual dining chain are a slice of Middle America. They share values of community, authenticity and consistency (per *Business Week*, 9/25/06). Customers are predominantly families. California Fun Spots was promoted on the back of 250,000 California Rewards Cards.
- Monterey Bay Aquarium: One of California's most prominent and popular family attractions. California Fun Spots was promoted on back of California Rewards Cards.
- Albertsons: Major grocery store chain. California Rewards Cards tied to in-store PRN TV with California Tourism commercial (: 10 tag line about California Rewards). California Fun Spots was promoted on back of California Rewards Cards.
- LunchBoxers: Popular family-friendly meals in a box. Products include major recognizable brands. Distribution: Super WalMarts. California Rewards Cards with the California Fun Spots promotion were included inside packaging. California Fun Spots was promoted on outside of packaging and inside lid.

### **Methodology:**

The first phase of the California Reward Program will not be completed until the end of November. To date, 1,960,000 California Rewards Cards carrying the Fun Spots



promotion have been released to distribution partners, though we expect that not all cards have yet been distributed to customers. For purposes of this report, we are considering the total quantity to value the Fun Spots promotion.

The California Rewards program results cannot be *easily* compared to traditional campaigns. Unlike traditional media, this program puts a high-value incentive directly into the hands of consumers—as a positive reward. California Rewards Cards do not compete with other ads in magazines. However, potential California Rewards visitors have received their initial exposure to the program “out-of-home” and must save their Rewards Cards and go online to benefit from the program. California Rewards requires more effort compared to someone who may act on an online promotion while already searching for information about visiting California.

### **Media Success Standards:**

Value of California Tourism impressions is based on total Fun Spots distribution:

- Cards distributed by partners (based on Fun Spots distribution: \$156,406)
- In-store counter cards/Longs: (total distribution: \$75,920)  
We did not have specific value of in-store signage. We used same value as circulars (FSI) as, like circulars, there is more competition for attention within the environment of a large store vs. table tents on a table.
- Longs circulars (total distribution: \$120,000)  
Based on FSI costs from Stanton Direct and directmag.com (between \$4 and \$8/m: we used \$4/m)
- On packaging LunchBoxers (\$15,000)  
Packages carry a high rate of awareness since the package contains purchased product and is guaranteed to be opened. Riding along in these package cartons are implied endorsement by the host company. These are hotline buyers and proven direct mail consumers. Due to these positive aspects, base rates run higher than any other insert media with pricing from anywhere between \$40/m and \$80/m - Stanton Direct. We used \$60/m.

### **On-going and Growing:**

California Rewards is an on-going co-op program. As people frequent retailers and restaurants that distribute California Rewards Cards and/or respond to other California Rewards promotions, the response is expected to continue to grow throughout 2007. As people respond to the California Rewards program by visiting the California Rewards web site, they will continue to see the Fun Spots banner that links to Fun Spots coupons. The following will extend the California Rewards program (values below are not included in valuation for this report as they are not measurable until a later date):

1. Promotion in the California Tourism special section in *Travel + Leisure*, *Food & Wine* and *National Geographic Traveler* with total circulation of 750,000 in November 2006, with call to action to CaliforniaRewardsCard.com web site where readers register and receive California Rewards. Fun Spots banner on site. (Results not known until 2007, Estimated Value: \$11,250 to \$22,000)
2. Promotion on the 2007 Official California Visitors Map available to visitors throughout 2007 gives visitors \$50 in California Rewards (for hotel savings) and promotes special offers at the California Rewards site. 1.25 million distribution. (Results not known until 2008, Estimated Minimum Value: \$58,000)



# California Fun Spots

## 2006 Recap

### Members

**California Fun Spots** members in 2006 include Monterey Bay Aquarium, Legoland, San Diego Zoo, San Diego Zoo's Wild Animal Park, SeaWorld and Universal Studios Hollywood.

### Map

**The Fun Spots** brand and member attractions were featured on the 2006 Official California State Map, with a Fun Spots Discount Card that visitors could take to member attractions. Map distribution of 1 million.

### CAFunSpots.com

CAFunSpots.com is the place to go to get savings at Fun Spots attractions. It links from VisitCalifornia.com and CaliforniaRewardsCard.com

### California Rewards

**Fun Spots** participated in the California Rewards program as a Premier Partner. A Fun Spot promotion appeared on one side of California Rewards cards, with names of Fun Spots attractions, that were distributed through:

1,000,000	Longs Photo Department
250,000	Applebee's
160,000	Monterey Bay Aquarium
300,000	Albertsons
<u>250,000</u>	Lunchboxers (see below)
1,960,000	Total Cards distributed with Fun Spots promotion

A Fun Spots banner appeared on CaliforniaRewardsCard.com that linked to coupons on the CAFEunSpots.com site. CaliforniaRewardsCard.com received 12,461 unique visits with most occurring during the summer months.

The California Rewards Cards received additional promotional support from table tents in Applebee's, a promotion in 30 million Longs circulars and counter cards in Longs Photo Department and a PRN TV spot in Albertsons.

### LunchBoxers

**Lunchboxers**, a popular family-friendly lunch, promotes the California/Fun Spots message: Packages carry a high rate of awareness since the package contains purchased product and is guaranteed to be opened.

- California Rewards message featured on outside packaging
- California/Fun Spots promotion on inside lid
- California Rewards Card inside the package with a promotional message for Fun Spots on one side
- Distribution: SuperWalMart



On California Rewards Card



LunchBoxers Outer Lid



LunchBoxers Inner Lid



# California Fun Spots 2007

## Membership

**California Fun Spots** is CTTC's longest running co-op marketing program, representing a 17+ year partnership commitment between CTTC and some of California's attractions.

Membership for 2007 has increased to 49 members, from 6 members in 2006.

In response to attractions' request for Fun Spots to be statewide and more affordable, four levels of membership were offered for 2007 with highest member rate at \$15,000, down from \$25,000 in 2006. With the lowest rate at just \$500, many more attractions were able to participate.

## CAFunSpots.com

**CAFunSpots.com** will offer visitors traveling to and within California savings at more California attractions than ever before. It links from VisitCalifornia.com and CaliforniaRewardsCard.com

## Map

**All 49 members** will be integrated into the 2007 Official California State Map based on their level of membership. Highest level members will be featured on the the back page of the map with special California Rewards promotion.

Best Western also lent its financial support as a sponsor for the 2007 map, and will distribute maps at Best Western hotels, boosting the distribution from 1 million to 1.25 million in 2007.

**Platinum Fun Spots** members will be included in the California Rewards program scheduled for spring/Summer 2007.



## California Rewards

See following pages for promotions based on membership levels.





# California Fun Spots

## 2007

### Members

- Alcatraz Cruises
- Aquarium of the Pacific
- Black Chasm Cavern, National Natural Landmark
- Blue & Gold Fleet
- Bonfante Gardens Family Theme Park
- Boyden Cavern
- California Cavern, State Historic Landmark
- California Speedway
- Catalina Express
- Disneyland® Resort
- Exploratorium
- Fillmore & Western Railway Co.
- Hearst Castle®
- Hornblower Cruises & Events - San Francisco/Pier 39
- Hornblower Cruises & Events - Los Angeles/Marina del Rey
- Hornblower Cruises & Events - Newport Beach
- Hornblower Cruises & Events - San Diego
- Intel Museum
- Jelly Belly Candy Factory & Visitor Center
- Kern County Museum
- Kidspace Children's Museum
- Knott's Berry Farm
- LEGOLAND® California
- Magic Mountain/Hurricane Harbor
- Medieval Times Dinner & Tournament
- Moaning Cavern
- Monterey Bay Aquarium
- Pacific Park on the Santa Monica Pier
- Palm Springs Aerial Tramway
- Paramount's Great America
- Pier 39
- The Queen Mary
- Roaring Camp Railroads
- Sacramento Zoo
- Safari West Wine Country Adventure
- San Diego Zoo
- San Diego Zoo's Wild Animal Park
- Santa Cruz Beach Boardwalk
- SeaWorld® Adventure Park
- Six Flags
- Sutter Gold Mine
- The Tech Museum
- Trees of Mystery
- Tributary Whitewater Tours
- Turtle Bay Exploration Park
- Universal Studios Hollywood <sup>SM</sup>
- The Wax Museum at Fisherman's Wharf
- Winchester Mystery House
- Yosemite Mountain Sugar Pine Railroad





# Membership Levels

## California Fun Spots

### 2007

**California Fun Spots** is a coalition of attractions that have joined together to market their companies to a common target audience under the umbrella of the California Travel & Tourism Commission (CTTC). Funding for the group's promotions come from the CTTC and member's fees. CTTC also promotes the Fun Spots website through key online word searches. Levels of participation are shown below.

#### Platinum Partner

**\$15,000**

- Downloadable vouchers from website
- Inclusion in map with 1.25 million target distribution (logo on map; photo, 50-words of copy; phone number)
- Inclusion in "Must Do" itineraries on website and map
- Inclusion in California Rewards promotion
- Inclusion in Summer Fun press release
- Inclusion in opt-in e-blast to 250,000 people who asked for information about California.

#### Gold Partner

**\$7,500**

- Downloadable vouchers from website
- Inclusion in map with 1.25 million target distribution (smaller logo on map; 12 words of copy, phone number)
- Inclusion in "Must Do" itineraries on website
- Inclusion in "Must Do" itineraries in map
- Inclusion in opt-in e-blast to 250,000 people who asked for information about California.

#### Silver Partner

**\$3,500**

- Downloadable vouchers from website
- Inclusion in "Must Do" itineraries on website
- Inclusion in map with 1.25 million target distribution (name and phone number on map-larger treatment than Bronze Level.)

#### Bronze Partner

**\$500**

:

- Inclusion in map with 1.25 million target distribution (name and phone number on map)





# Samples California Fun Spots

## Components of the California Fun Spots program

Web Site



Vouchers

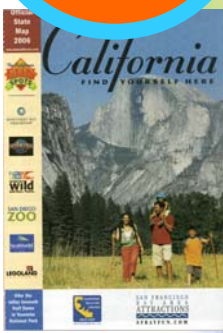


Itineraries

Inclusion in itineraries that will be featured online or adjacent to map.

Map

1.25 million distribution



California Rewards



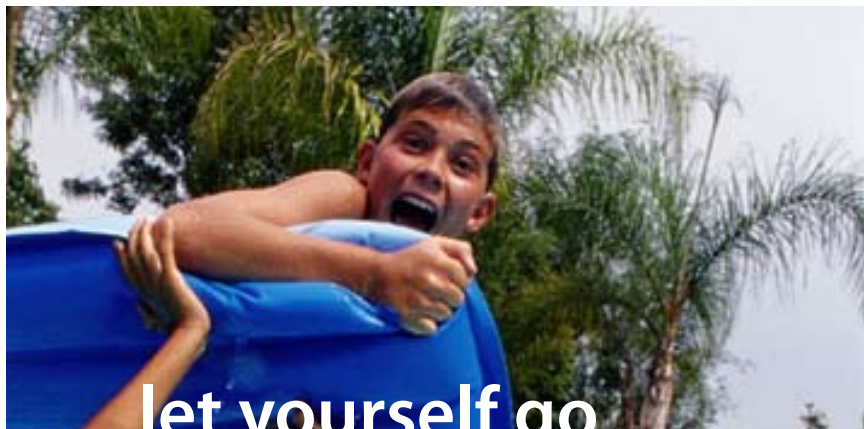
California Rewards Cards are distributed to customers of restaurants and retailers. The cards show a unique code and dollar amount. Their "reward dollars" can be used to save at hotels and attractions in California. California Fun Spots vouchers can also be obtained through California Rewards site.

Opt-in E-blast

CTTC will send e-blast to 250,000 people who have requested information about California and have opted in to receive more information.

Map Distribution:  
500,000 Inserted in  
Visitors Guide, 500,000  
by Welcome Centers,  
local tourism offices,  
travel events, 250,000  
Best Western hotels

# *California Rewards Program*



# let yourself go



Good times grow faster in the warm California sun. And now there are more ways to save on your Golden State getaway with the California Rewards Card. Earn 'Rewards Dollars' good for savings at hotels throughout California. Go to [californiarewardscard.com](http://californiarewardscard.com) for more information and to register. Plus, enter the code **TKTLYSSWS84D** and you'll immediately get \$50 in California Rewards to get started. Plus, you'll also find downloadable savings coupons for these and other fun spots attractions throughout California. Visit [californiarewardscard.com](http://californiarewardscard.com) and start saving up for your Golden Vacation today.



*california*  
FIND YOURSELF HERE







## California Rewards Program SUMMARY

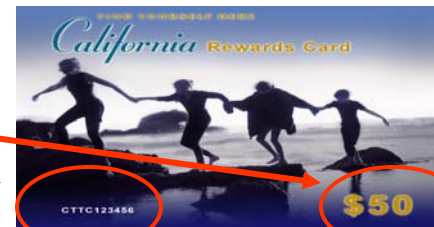
### What It Is

The California Rewards program is a cooperative partnership platform for hotels, attractions, restaurants, retailers and other companies to work together to increase business, reward customers and generate measurable response.

Through this multi-media program, California Reward Cards with “real cash value” are distributed through CTTC travel-related partners to drive customers to the California Rewards site to save at participating hotels, attractions and more.

### How It Works

- 1 Businesses, such as restaurants, retailers and attractions in CTTC's target markets give California Rewards Cards to their customers as rewards for their continued business. Cards show dollar amount and unique code.



- 2 Recipients of California Rewards Cards go to CaliforniaRewardsCard.com to:
  - Register
  - Deposit their rewards
  - Use their rewards to save at hotels in California
  - Book their room online
  - Download coupons for attractions
  - Find special offers





## California Rewards Program SUMMARY

### Distribution Partners

**1,960,000**

#### Retail/Restaurant Distribution

California Rewards Cards distributed to customers of:  
1,000,000 Longs Photo Department with in-store display  
500,000 Applebees with table tents  
300,000 Albertsons (POP)  
160,000 Monterey Bay Aquarium

**250,000**

#### LunchBoxers Distribution

California Rewards Cards were inserted in LunchBoxers, family-style lunches, sold at SuperWalMarts.

- Outside packaging includes "California - Find Yourself Here" message
- Entire Inside lid promotes California Fun Spots



**2,210,000 Total Distribution**

### Promotional Partners

**20,000,000 Longs Circulares**

Promotion of the California Rewards Program in Longs circulars distributed through direct mail (June, July)

**20,000,000 BONUS Longs Circulara** (August)

**19,000,000+ In-store television viewers**

The California Rewards Card will be promoted in 498 Albertsons and WalMarts throughout the Western United States in California and top California feeder markets.

**49,000,000+ Total retail exposure promoting California Rewards**



## California Rewards Program SUMMARY

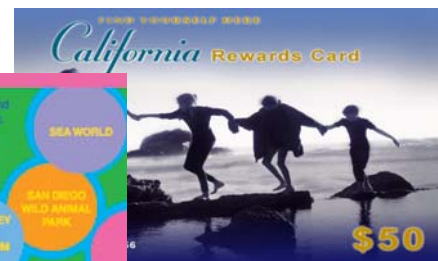
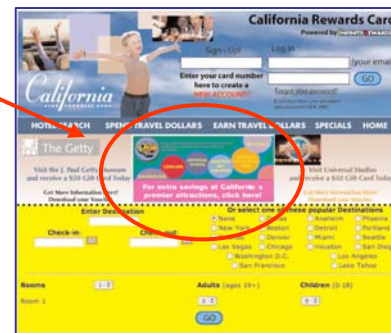
### Premier Partners

Premier Partners were featured on the California Rewards Card website, which was promoted through the distribution of 2.21 million California Rewards Cards and retail promotion reaching 49 million customers.

### Partners

California Fun Spots  
Sacramento CVB

Premier Partners are featured on one side of the actual California Rewards Cards. Opportunities are limited.



### Coming Up

- \$25 California Rewards will be given to readers of the 12-page California travel planner that will insert in:
  - *Travel + Leisure* (250,000 in Nov. 2006 issue)
  - *National Geographic Traveler* (250,000 in Nov. 2006 issue)
  - *Food & Wine* (250,000 in Dec. 2006 issue)
- \$50 California Rewards will be given to people requesting the 2007 Official California State Visitors Map, available January 2007, and through Best Western hotels. Total map distribution: 1.25 million.



### Contact:

Chris Schroeder  
734-424-9913  
• dexperience@c  
omcast.net

Teddy Wade  
310-274-2470  
teddywade@ade  
lphia.net

Design: Mering/Carson

# *Lunch Boxers Program*





## California Rewards Program – Ultimate Co-op

The CTTC is working towards a custom California branded product that could deliver the “California - Find Yourself Here” message and generate revenues for further marketing programs.

### Custom California Lifestyle Lunch

To extend the “California Find Yourself Here” brand, LunchBoxers has agreed to customize the packaging for a California Lifestyle Lunch, which will integrate edible products from California.

- The California message will be featured on the outside
- A promotional message incorporating Fun Spots can be included on inside lid
- Free-standing in-store POS displays featuring California message can be provided to stores.
- A California Rewards Card can be inserted into container



California Lifestyle Lunchboxers can be distributed at any venue, such as:

Tradeshows, visitors centers, conventions





## California Rewards Program – Ultimate Co-op

### Taste of California Snack/Meal with real products from California

LunchBoxer has created two (to start) customized snack/meals to showcase real products from California. These compact snack/meals can be distributed by retailers, grocery stores, attractions and via trains, planes and automobiles.

Ten cents for each Taste of California LunchBoxer sold will go back to CTTC for future promotions.



#### California Wine Country sampler

- Single-size serving of California wine (red or white)
- Blue Diamond almonds
- California cheese
- Crackers from California

#### Perfect for sale:

- at hotel check-in counters after hotel restaurants have closed
- in rooms (mini-bar)
- on board trains and airplanes



#### Taste of California sampler

- Tuna from California coast
- Mission flatbread wrap
- California cheese
- Trail Mix from California

#### Perfect for sale:

- at hotel check-in counters after hotel restaurants have closed
- in rooms (mini-bar)
- on board trains and airplanes
- at rental-car company desks
- at attractions

Packaging can be co-branded with company distributing samplers as well as with California Fun Spots, which are popular California attractions (special offers).

# *California Wine Institute Program*

# CALIFORNIA Wine Country Rewards Program



The California Wine Country Rewards marketing program is a partnership between the Wine Institute (the voice for California Wine) and CTTC, along with hotels and wineries throughout California.

## How It Works

Hotels give their guests a California Wine Country Rewards Card worth a savings of \$25 on offers at participating wineries, and online. Each winery will create their own unique offers. Cards will show a code that represents a wine region. Total of 250,000 cards to be distributed.

## Benefit to Hotels

The benefit to hotels is that they are giving their guests a high-value incentive at no cost to hotels.

## Benefit to Wineries

The benefit to wineries is that they have the opportunity, through this program, to introduce their wines to hotel guests by offering them an incentive to visit tasting rooms or go online to take advantage of special offers.



## Responsibilities

**Wine Institute** to sign up wineries and provide winery offers.

**CTTC** to create online component of the program. Hotel guests can go to [VisitCalifornia.com/wine](http://VisitCalifornia.com/wine) to find out:

- List of hotels that are distributing California Wine Country Rewards Cards
- List of wineries that will accept California Wine Country Rewards at wineries.
- Winery offers so that when hotel guests return home they can still use their California Wine Rewards to save on wine purchases. Website will show winery offers. Offers on [VisitCalifornia.com/wine](http://VisitCalifornia.com/wine) will link to wineries own sites where online purchases can be made.

Promotion for this program includes:

- Inclusion in CTTC e-newsletter to hotels to participate
- E-blast to CTTC's opt-in list of 250,000 people who have requested information about California.
- Press release

## Timeline

October 15, 2006: Hotels receive cards to give to guests at check in.

January 15, 2007: Hotels stop distributing cards.

March 15, 2007: Wineries stop accepting California Wine Rewards.





# CALIFORNIA Wine Country Rewards Program



The lists of participating hotels and wineries shown below are as of September 29, 2006. List is subject to change.

## Wineries

### Livermore

Wente Vineyards x  
Murrieta's Well x  
Tamás Estates x

### Lodi

Ironstone

### Mendocino

Mendocino Wine Company

### Monterey

Chateau Julien

### Napa

Fosters  
Beringer  
St. Clement  
Chateau St. Jean  
Cellar 360

### Paso Robles

Meridian (Fosters)

### Warner Springs

Shadow Mountain Vineyards

### Santa Cruz

Bonny Doon  
Cooper-Garrod x

### Sonoma

Benziger Family Winery  
Rodney Strong x  
Kunde Estate Winery & Vineyards  
(Jeff Kunde) Beam Wine Estates  
Clos Du Bois  
Geyser Peak  
Gary Farrell  
Buena Vista  
William Hill  
Wild Horse

## Hotels

Amber House Inn  
AmeriSuites-Rancho Cordova  
Big Sur River Inn  
Carmel Mission Inn  
Carmel Valley Ranch  
Courtyard Hotel by Marriott  
Embassy Suites San Luis Obispo  
Fairmont Sonoma Mission Inn and Spa  
Fleming Hotel  
FountainGrove Inn  
Glorietta Bay Inn  
The Handlery Union Square Hotel  
Hilton Fisherman's Wharf  
Hilton Garden Inn Monterey  
Hilton Garden Inn Sacramento  
Hilton La Jolla Torrey Pines  
Hilton Santa Cruz/Scotts Valley  
Hilton Santa Rosa  
Homewood Suites by Hilton/Del Mar  
Hotel Diva  
Hotel Metropolis  
Hotel Union Square  
Hotel Valencia

Hyatt Regency Resort, Monterey  
Hyatt Sacramento  
Hyatt Vineyard Creek Hotel & Spa  
Inn off Capitol Park  
Kensington Park Hotel  
Larkspur Landing  
Loews Coronado  
Marriott Ventura Beach  
Monterey Marriott  
Napa Valley Lodge  
Pala Mesa Resort  
Paso Robles Holiday Inn  
Pleasanton Hilton  
Portola Plaza Hotel at Monterey Bay  
Quail Lodge  
Radisson Sacramento  
The Ritz-Carlton, Half Moon Bay  
Rose Hotel  
Safari West  
Santa Clara Marriott  
Sheraton Grand  
Sterling Hotel  
Vagabond Executive

# *California Treasure Hunt Program*



## Join California Tourism and California's Regions to promote area attractions.

The California Travel & Tourism Commission has developed the California Treasure Hunt from an idea that originated to help regions leverage the CTTC co-op rural marketing funds. California Treasure Hunt does that, and more.

The idea evolved into a large statewide program that will attract additional funding from corporate retail and restaurant sponsors, and garner media support.

The total value of the program is estimated at \$300,000 to \$500,000 with funding from travel-industry and non-endemic partners, such as attractions, CVBs, and corporate sponsors. And even more with the additional promotional elements related to this program through media and sponsors' in-store promotions.

The program is designed to drive corporate partners' customers to attractions throughout California, and includes an incentive for these customers to visit as many attractions as possible.

The following pages will give you an overview of how the program works and how it benefits attractions in rural regions.

Best,

Susan Wilcox  
Chief Deputy Director  
California Travel & Tourism Commission



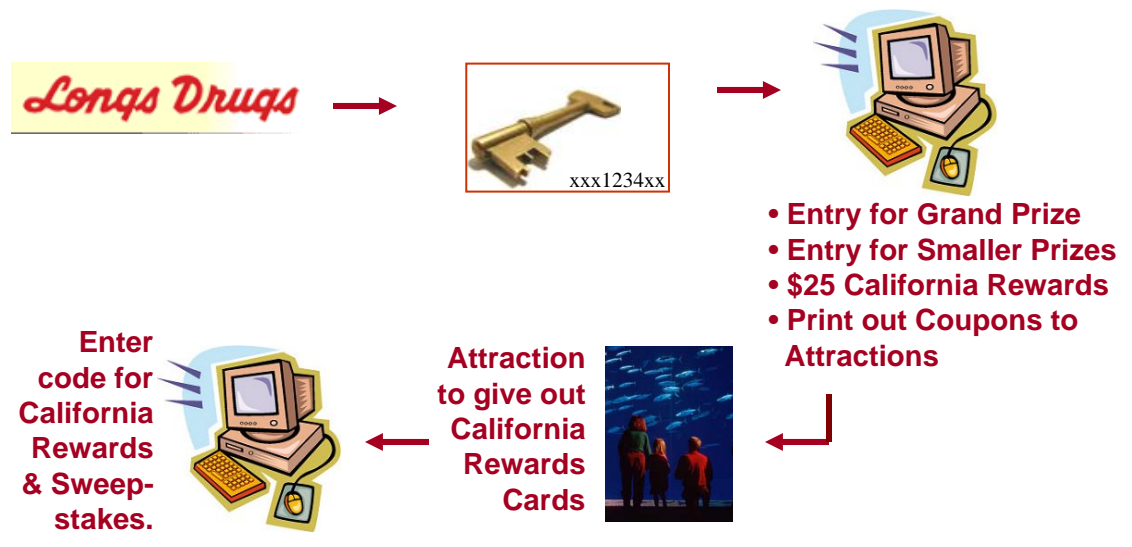
# California Treasure Hunt 2007

## Goal

- To excite people about staying and playing throughout California
- To attract visitors to California's attractions
- To partner corporations, tourism organizations and attractions to maximize dollars to promote all partners.

## How It Works

- 1
  - Customers of corporate partners receive a Treasure Key that has a unique code printed on it.
  - One of the keys is a winning key for a Grand Prize.
  - Smaller prizes will also be awarded – suggest a regional trip.
  - Keys are also worth \$50 in California Rewards, which are good for savings at over 600 California hotels.
- 2
  - These customers (Treasure Hunters) go to the California website where they will enter the code from the keys they have collected from corporate partners.
  - The code is entered under their name.
  - When they enter their code, they will find out if they have won a smaller prize.
  - When they enter a code, they will also automatically receive their \$25 in California Rewards.
- 3
  - From the California website, these customers will print out coupons that they take to participating California attractions.
  - Attractions will give them a California Rewards Card worth \$50 in California Rewards when they go to website and enter the code.
  - They will automatically be entered in sweepstakes.
  - Coupons may include special attraction offer.





# California Treasure Hunt 2007

## Benefits to Rural Attractions

Estimated value of overall program is \$300,000 to \$500,000. Benefits include:

- Corporate (retail/restaurant) partners with locations throughout California, will give their customers an incentive to visit attractions all over California, not just the big theme parks in the urban areas.
- Rural attractions will get matching funds from the CTTC Rural Marketing Fund through your local Rural Marketing Organization.
- Cost to participate is low, benefits from the program are high because of co-op funding from other partners.
- Attractions will be included on the California website as places for corporate sponsors' customers to get California Rewards Cards (good for savings at hotels and entry into sweepstakes). A downloadable Treasure Map will include the location, name and address of each partner (corporate sponsors and attractions).
- Media promotion for the program (E-blast to CTTC's consumer opt-in list, possible inclusion by name in California Drive Guide with 1 million distribution, press release about program, promotion on VisitCalifornia.com and CaliforniaRewards.com sites, and in-store promotion from corporate sponsors.

## Prizes

Prizes to include:

- Four high-value "Ultimate Prizes," such as movie premier, trips, etc
- Random smaller prizes awarded when lucky code entered.
- Prizes based on pre-determined number of attractions visited.

## Timeline

<b>2006 January 15:</b>	Deadline for attraction participation
<b>2007 April:</b>	Launch Date
<b>June:</b>	First "Ultimate" prize awarded
<b>July:</b>	First "Ultimate" prize awarded
<b>August:</b>	First "Ultimate" prize awarded
<b>September:</b>	First "Ultimate" prize awarded

## Cost to Attraction

- \$500 \*
- Contribution of 25 attraction tickets for sweepstake prizes.

\*Each rural region responsible for raising \$10,000 from combination of region's local attractions and the CTTC Rural Marketing Fund.





# Enjoy the Benefits of California Fun Spots

## Components of the California Fun Spots program

**Web Site**



**Vouchers**



**Itineraries**

Inclusion in itineraries that  
will be featured online or  
adjacent to map.

**Map**  
1.25 million  
distribution



**California  
Rewards**



California Rewards Cards are distributed to customers of restaurants and retailers. The cards show a unique code and dollar amount. Their "reward dollars" can be used to save at hotels and attractions in California. California Fun Spots vouchers can also be obtained through California Rewards site.

**Opt-in  
E-blast**

CTTC will send e-blast to 250,000 people who have requested information about California and have opted in to receive more information.

Map Distribution:  
500,000 Inserted in  
Visitors Guide, 500,000  
by Welcome Centers,  
local tourism offices,  
travel events, 250,000  
Best Western hotels

*Culture California*



## Online Advertising

The way people search and purchase travel is evolving. There are three distinct phases of travel planning and search behavior: Research, Planning & Purchase. (See below for full explanation). Based on these behaviors, we recommend reaching consumers in the earliest phase – the Research phase – to inspire them and keep California top of mind.

- Research Phase – Generic Key Word/Phrases Not Brand Names  
At this phase, they are hunting and gathering ideas, looking for inspiration and general information. In this research phase, 75% of searches are generic key word/phrases instead of brand names. (Source: comScore)
- Planning Phase – Price Value Comparisons On Online Travel Agencies  
During the planning phase consumers decide on what they are going to do, when, what activities and the cost. This is where they search for price/value comparisons. (Source: Forrester)
- Purchase Phase – Purchase Direct From Supplier, Not Online Agency  
73% of those that purchased travel online researched/planned travel at a general or online travel agency, but went directly to a specific company site to purchase. (Source: Feedback Research, PhoCusWright & Nielsen/NetRatings)

## **Tactic #1 – Key Word Text Ads**

We recommend using key word based text ads (Pay-Per-Click Text Ads) to make the visitcalifornia.com easier to find when prospects are searching for information on travel options. We are proposing a program that includes searches occurring on Google and Yahoo!. Google and Yahoo! both offer the ability to target users searching for specific terms to be served ads that are designed specifically for the individual query on their primary site. In addition to the primary sites (Google.com and Yahoo.com) each company has a broad range of “network partner” sites that we can serve pay-per-click ads to as well.

All ads will occur only as a result of specific keywords and search terms being used. Combined, these top-two search networks reach nearly 80% of all search engine users.

## **Sample of Google Network Partners:**



- Google
- Yahoo
- MSN
- AOL
- Excite.com
- InfoSpace
- Ask (Was Ask Jeeves. Now independent network.)

### **Yahoo/Overture**

- AltaVista
- AllTheWeb
- HotBot
- Lycos
- LookSmart;
- Open Directory
- Netscape

It is likely that over the period of 60 days, this effort will yield over 500,000 targeted impressions “California travel” interested searchers and arts and culture enthusiasts. It appears that there are in excess of 4,000 search terms that are often used for “top of funnel” to “mid-funnel” travel planning. We expect our lists (across both engines) to be targeted to out of state vacationer planners and secondly, budget permitting, targeted to California residents researching out of state vacations. (Why go anywhere else – stay and play in California!)

### **Tactic #2 – Internet Banner Ads**

We recommend the use of animated banners to reach prospects through behavioral and content targeting:

- Yahoo Fusion is a highly targeted tool to reach consumers when they are interested in travel research. For example, we can target someone who has researched tourism/cultural travel in the past 28 days and then serve them with our cultural-focused interactive banner the next time they visit Yahoo, no matter which page they hit (It could be a news page or anywhere on the site)
- As a compliment to the Yahoo program, we recommend adding a general information site, such as Fodors, Frommers, or Smithsonian (will explore cost effectiveness and content of each)

### **Tactic #3 – Outbound E-mail/Sweepstakes – 200,000+ names**

The CTTC database has grown to over 200,000 names (developed through fulfillment and e-marketing). The CTTC will do an email blast to this base of names promoting the Culture California program for the Fall/Winter, driving consumers to the website for entry and other information.

- To encourage a strong opening response, we will give away two cultural/heritage trips to California – both designed to be representative of the new HATS packages in development. (one trip will be in Northern California and one in Southern California).
- Our partners Southwest Airlines and Best Western Hotels will provide air and accommodations for these giveaways. The rest of the itinerary will be developed by the CTTC to promote cultural/heritage tourism.

Coalition partners are encouraged to send this same e-mail out to their individual databases as well.

#### **Tactic #4 – Sweepstakes Editorial in magazine insert – circulation 750,000**

The sweepstakes mentioned above will also be promoted in the Winter pre-printed magazine insert that appears in the Nov/Dec western region issues of *Travel & Leisure*, *Food & Wine*, and *National Geographic Traveler*...driving consumers to the website page for entry and package information.

#### **Tactic #5 – Integrated content on new CTTC website – averages 80k unique visitors per month**

The new CTTC website will provide seasonal 'product' information – and during the period of October – December 2006, cultural/heritage attractions/destinations will be integrated through the "Must-See's" by Region, and with Sample itineraries (HATS packages)

Since this is the first of its kind, measurement will provide benchmarks and provide insight for subsequent programs. We will measure:

- Clicks from paid advertising vehicles
- Consumer interaction on relevant pages of visitcalifornia website
- Sales of the HATS/BAGS packages

# *California Hats and Bags*

Dear California Tourism Partners:

We are happy to announce an exciting new marketing opportunity as part of our cultural and heritage tourism initiative to develop and sell premier shopping, dining and cultural/heritage travel packages. The online dynamic packaging themes we have selected initially include:

- \*HATS (Heritage or History or Historic Hotels, Arts, Tours, Shopping)
- \*BAGS (Botanical, Arts, Gardens, Shopping), and
- \*EATS (Epicurean, Arts, Tours, Shopping).

Shopping and dining are the top tourism activities in America. Cultural and Heritage Tourism is the third most popular travel activity in America. Visitors who engage in Cultural and Heritage tourism and shopping stay longer, spend more money and have the highest levels of satisfaction with their travel experiences.

The California Travel and Tourism Commission, in partnership with the Shop America Tours, has retained Rosemarie Reyes, formerly VP Operations for T-Pro, and Shoshana Puccia, formerly Tourism Marketing Manager for Beverly Center. They will be creating exciting and inviting packages for all twelve regions of California. We will launch thirty-six new packages, three from each region, in the fall of this year. Here is the best part--there is **NO COST** to participate in this program, provided that you offer net rates and/or added value if you are a non-gated attraction and contract with Shop America Tours for the resale of these packages. Your benefits will include incremental sales and exceptional online marketing exposure worldwide.

The HATS, BAGS and EATS Collection will be sold online at [visitcalifornia.com](http://visitcalifornia.com), [shopccalifornia.org](http://shopccalifornia.org), [shopamericatours.com](http://shopamericatours.com), and via online travel partners including ARES. We know that many regions have already been promoting similar packages. We encourage you to forward your current packages so we can review and include them in our fall launch. Attached for your review are the HATS and BAGS package templates developed in Napa that will be among the first to launch.

Please contact Rosemarie Reyes [rosemariereyes@hotmail.com](mailto:rosemariereyes@hotmail.com), or Shoshana Puccia at [sepuccia@yahoo.com](mailto:sepuccia@yahoo.com) with any questions about this program or simply forward your package information and your contact information for this exciting partnership opportunity. They look forward to working with you.

Best Regards,

Susan Wilcox  
California Travel and Tourism Commission

TO: Susan Wilcox, CTTC  
FROM: Lori Bartle  
RE: Culture California – Fall/Winter Interactive Program  
DATE: 6/30/06

### Background

A recent study released by the LA Conv/Visitors Bureau (LA Inc.) indicated that two-thirds of Cultural Travelers use the Internet as their source for information (trip planning)...while just one in 10 cited print. As a result, the cultural coalition has opted to move away from print and invest their cooperative funds in an interactive promotional program.

CTTC has asked for a program recommendation to achieve the following goals with a total budget of \$100,000:

- Reach cultural travelers in a targeted, cost-effective manner
- Promote California's Cultural & Heritage Tourism
- Drive consumers to the website for cultural packages (HATS/BAGS) and information ([www.culturecalifornia.com](http://www.culturecalifornia.com) will become a splash page to the more in depth information on the integrated [www.visitcalifornia.com](http://www.visitcalifornia.com) site)

### Recommendation

The recommended program is an integrated approach that includes the following components:

1. Keyword/text ads
2. Internet banner ads
3. Outbound e-mail/Sweepstakes
4. Editorial inclusion in magazine insert/Sweepstakes
5. Integrated content on new CTTC website

The cultural coalitions funds will go towards tactics #1 and 2 only. Tactics #3, 4 & 5 are provided at no cost to the coalition, increasing the value of the program dramatically. On the following pages we provide details for each component.

CALIFORNIA TOURISM  
SHOP CALIFORNIA &  
SHOP AMERICA TOURS  
PRESENTS  
PREMIER PACKAGES  
**THE HATS, BAGS & EATS COLLECTION**

**HATS**

Historic Hotels  
Arts  
Tours  
Shopping

**BAGS**

Botanical  
Arts  
Gardens  
Shopping

**EATS**

Epicurean  
Arts  
Tours  
Shopping

Key Facts

- Shopping and Dining are the top tourism activities in America
- Cultural & Heritage Tourism is the third most popular travel activity in America
- Visitors who engage in Cultural & Heritage Tourism and Shop stay longer, spend more and have the highest levels of satisfaction with their travel experiences

**The HATS & BAGS & EATS Collection in California will be promoted through the following vehicles:**

Joint Press Release

Promotion in the 2006 Fall Print Insert Campaign

Promotion in the 2006-07 UK and Germany California Visitor Guide

E-Blast to consumers interested in added value travel to and through California

Shop America Magazine Fall 2006

Pow Wow 2007

Feature at and [www.visitcalifornia.com](http://www.visitcalifornia.com), [www.shopcalifornia.org](http://www.shopcalifornia.org) and [www.shopamericatours](http://www.shopamericatours)

Promotion in partnership with Historic Hotels of America where appropriate

Market via online travel partners-- millions of web site impressions at no cost!

**EXAMPLE: HATS Package in Napa, California**

Graciously Appointed Room for two at the **Historic Napa River Inn**

Complimentary breakfast for two at Sweetie Pies and Wine Tasting for two at Bounty Hunter

COPIA, The American Center for Wine, Food & the **Arts VIP Tour** including

Admission to COPIA, Wine Tasting 101 Seminar and the COPIA passport, valued at \$125, which includes **Shopping** discounts at COPIA's Cornucopia Gift Shop and Julia's Kitchen Restaurant along with exciting wine country experiences at select winery partners, plus self-guided tour of COPIA's exceptional culinary **Gardens**.

(Wine Tasting 101 Offered daily at 10:15 AM except Tuesday)

Napa Opera House Behind the Scenes **Tour** of this historic gem.

Tours offered most days at 1 PM, except Sundays, with three-day advance reservations, call 707-603-2338. On performance nights, best seats available for purchase.

**Shopping** Spree includes \$25 gift certificate plus complimentary VIP Coupon Book with discounts on your favorite designer brands at Napa Premium Outlets, open daily.

**HATS** Retail \$219 to \$269 per night for two persons, double occupancy, subject to availability with rates based on season and weekday/weekend.

**BAGS** Retail \$60 (Copia, Napa Opera House, Napa Premium Outlets).